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POP GUIDE 2020



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# COLOR PALETTE

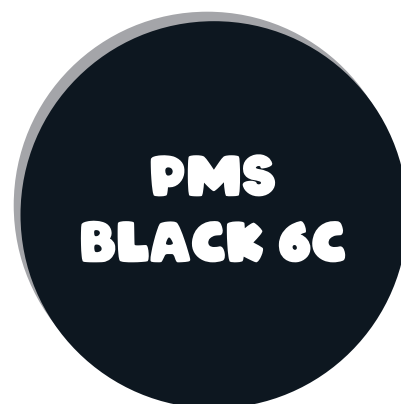


## LADYBUG



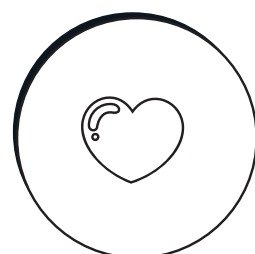
**PMS  
485 C**

**C 02 M 96  
Y 100 K 00  
R225 G32 B20**



**PMS  
BLACK 6C**

**C 00 M 00  
Y 00 K 100  
R29 G29 B27**



White



**PMS 213 C**  
C00 M92 Y38 K00  
D222 G21 B110



**PMS 186 C**  
C02 M96 Y100 K10  
D206 G14 B45

## CAT NOIR



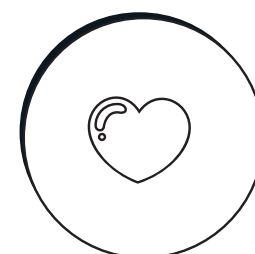
**PMS  
375 C**

**C 40 M 00  
Y 100 K 00  
R175 G202 B11**



**PMS  
BLACK 6C**

**C 00 M 00  
Y 00 K 100  
R29 G29 B27**



White



**PMS 381 C**  
C25 M00 Y100 K00  
D205 G210 B00



**PMS 355 C**  
C85 M15Y100 K0  
D00 G140 B50





## TITLE FONT

**ARCO**

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z  
0 1 2 3 4 5 6 7 8 9  
., ? ! @ ( ) \*

## SUB-TITLE FONT

**FRUTIGER ROMAN**

A B C D E F G H I J K L  
M N O P Q R S T U V  
W X Y Z  
0 1 2 3 4 5 6 7 8 9  
., ? ! @ ( ) \*







**PRIMARY LOGO**





# CHARACTERS VERSIONS



**LADY BUG ILLUSTRATION**

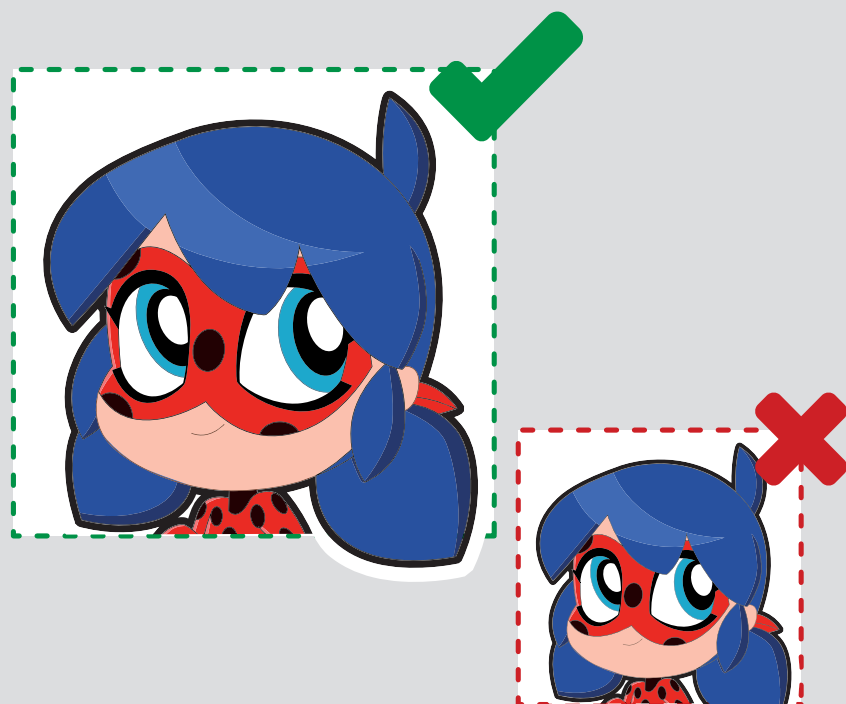


**CAT NOIR ILLUSTRATIONS\***

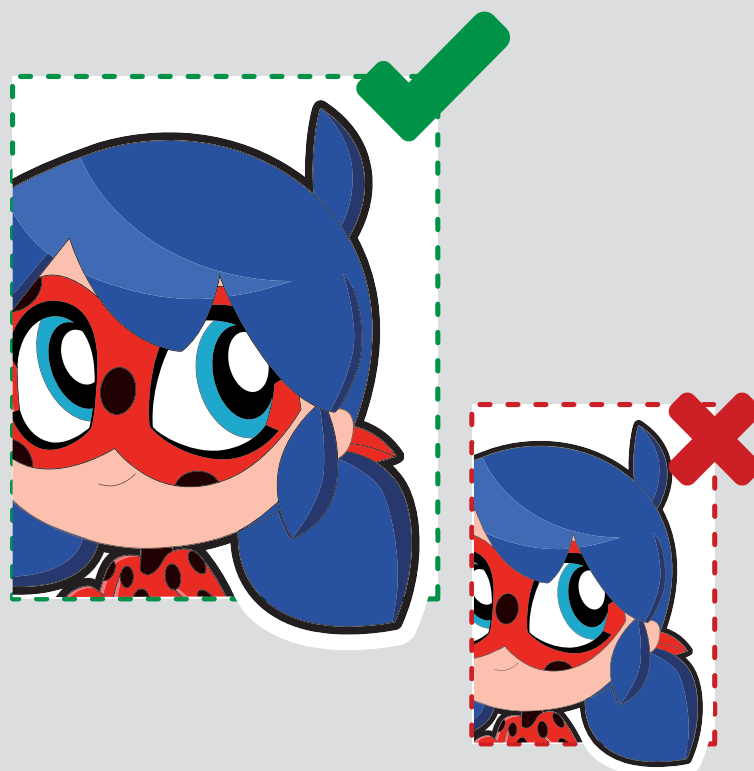
*\*to be used following the examples shown in the POP Guide*



# CHARACTERS CROP



**1. DO NOT CROP  
LADYBUG'S HAIR**



**2. DO NOT CROP  
CHARACTER'S EYES**



**3. DO NOT CROP  
CHARACTER'S ACTION**



# ♥ ICONS AND GRAPHICS



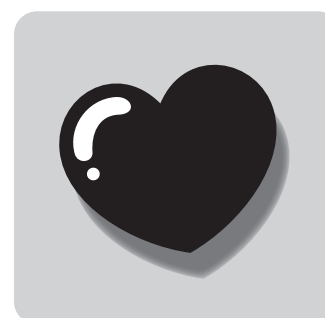
LADYBUG  
ICON



CAT NOIR  
ICON



ICON 3



CALL OUT FRAME



TEXTURE 1

# ♥ BACKGROUNDS



**LADYBUG BACKGROUND**



**CAT NOIR BACKGROUND**



# **BANNER**



## **BANNER**



*Primary Version*



*Information Version*

## **VERTICAL BANNER**



*Primary Version*



*Information Version*

# ♥ HEADER



## HORIZONTAL HEADER



Primary Version



Information Version

## SQUARE HEADER



Primary Version



Information Version



FRONT



BACK



# ♥ SPECIAL MOBILE



FRONT



BACK





# **STOPPER**



**FRONT**

**BACK**



*Primary Version*

**FRONT**

**BACK**



*Information Version*

# SPECIAL STOPPER



FRONT

BACK



Primary Version

FRONT

BACK



Information Version



# WOBBLER



# ♥ SPECIAL WOBBLER



# TRANSFORM LADYBUG POP INTO CAT NOIR



substitute red  
background for the  
green version

substitute  
Ladybug's  
illustration for  
Cat Noir's



substitute Cat Noir's  
illustration for  
Ladybug's

substitute  
Ladybug's icons for  
Cat Noir's



# ♥ CAT NOIR BANNER



Primary Version



Information Version

# CAT NOIR HEADER



Primary Version



Information Version

♥ CAT NOIR SPECIAL  
MOBILE



FRONT



BACK







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